

case study

CORPORATE INTRODUCTION

Pyrénées Andorra is a shopping mall located in the Principality of Andorra which specializes in a multitude of international brands in fashion, beauty, and food. It targets the 10 million tourists who visit Andorra annually to take advantage of its mountain scenery and duty-free shopping, and is one of the largest shopping centers in the Principality. Vacationers and locals prefer spending their sunny afternoons at Pyrénées Andorra because of its exclusive selection of high-end luxury brands.

REQUIREMENTS

- High quality WiFi connectivity for all users and mall employees.
- Ability to support hundreds of people at once, including mall and store staff as well as shoppers.
- Enable new customer insights and marketing opportunities via an easy to use location based service

SOLUTION

- 22 ZoneFlex 7372 dual band indoor access points and one ZoneDirector 1100.
- Smart Positioning Technology (SPoT)

BENEFITS

- Pervasive, high quality, wireless connectivity for hundreds of staff and shoppers simultaneously.
- Fully scalable network with reduced investment in equipment management.
- Elimination of complaints from users and mall employees.
- Location analytics of mall customers and an easy to use API to integrate with marketing campaign solutions.

Business Sector: Pyrénées Andorra Shopping Center

NEW WIFI ENHANCES SHOPPING EXPERIENCE

Pyrénées Andorra, one of the largest shopping centers in the Principality of Andorra, offers a multitude of international brands in fashion, beauty, and food. It is many tourists' top go to destination for all things shopping-related. Vacationers and locals prefer spending their sunny afternoons at Pyrénées Andorra over other options as it offers a much more exclusive selection of high-end luxury brands targeting young to middle-aged men and women.

The Challenges

To enhance the company's reputation for top quality customer service, Pyrénées Andorra's primary goal was to offer high speed, optimized WiFi access for all mall-goers.

Like many other malls, Pyrénées realized that as more visitors use their WiFi equipped smart phones and tablets, the quality of the network experience had deteriorated. In fact, their WiFi struggled to support as few as twenty customers simultaneously. The mall's IT staff was receiving an increasing number of complaints from stores due to recurring wireless network issues. Management concluded that they needed high quality WiFi coverage across the entire mall. They also wanted to provide a customized WiFi experience based on particular locations of visitors in the mall.



Sector Comercial:

Centro Comercial Pyrénées Andorra

"The fact that their solution was so easy to manage from the beginning and allowed countless users to be connected at once with zero problems was very impressive. Since the start of our relationship with Ruckus, our goals were met immediately and we are grateful to have come such a long way from the persistent inconveniences we had been accustomed to for too long."

Daniel J. Basco,
Subdirector of Pyrénées Andorra
Systems and Organization



The organization spent a lot of time analyzing and comparing proposals from wireless providers such as Aruba, Aerohive, HP, Extricom and Ruckus Wireless. After careful consideration, Pyrénées choose Ruckus Wireless, and its partner Global Solutions, based on their strong reputation for optimum deployment of WiFi networks. With this solution, they would be able to offer free, efficient Internet access to every shopper's experience. Tourists in particular would never again having to worry about roaming charges.

Daniel J. Basco, deputy director of Organization and Systems at Pyrénées Andorra stated: "Ruckus Wireless provided a solution that was successful in turning our initial goal into a reality, offering Internet access to every employee and customer at our shopping center. The fact that their solution was so easy to manage and allowed countless users to be connected at once with zero problems was impressive. Since the start of our relationship with Ruckus, our goals were met immediately and we are grateful to have come such a long way from the persistent issues we had been accustomed to for too long." Basco, added: "Working with Ruckus was very simple, and I'm happy to say that the WiFi infrastructure now allows hundreds of devices to be connected in our mall at once."

Sector Comercial:

Centro Comercial Pyrénées Andorra



In addition, Pyrénées Andorra took advantage of Ruckus' cloud-based Smart Positioning Technology (SPoT) which provides ongoing visibility to how customers move throughout the shopping center's stores using secure and anonymous network data. Pyrénées quickly realized the value of this information to their store tenants and is making this information available to them to improve their store layouts and measure marketing program effectiveness. SPoT has also created new opportunities to identify and target customers who have opted in to receive promotions and coupons based on their shopping preferences.

The Benefits

The new WiFi network eliminated the connection problems dealt with on a daily basis after a surprisingly easy installation and effective deployment throughout the entire shopping center. According to Daniel J. Basco, "The performance of our new wireless network has been fantastic. Before switching over, customers could not connect when there were more than 20 people online, and now we have hundreds of people and devices connecting simultaneously every day. Worrying about WiFi has simply become a thing of the past".

Even better, the Ruckus WiFi is now an effective marketing platform for both the mall and its retail tenants. Pyrénées Andorra staff can identify and document traffic levels throughout the mall to assist in lease negotiations and marketing program planning. Similarly, stores have rich new customer insight as well as a way to send targeted messages to shoppers based on their actual time spent in each store.

